

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

)	Confirmation No.: 4775
)	
Applicants: MARGILOFF et al.)	Group Art Unit: 4194
)	
Application No.: 10/767,242)	Examiner: Maria Victoria Vanderhorst
)	
Filing Date: 1/29/2004)	AMENDMENT and RESPONSE to March
)	21, 2008 Non-Final Office Action
)	
For: SYSTEMS AND METHODS FOR)	Docket No.: E03.003/U
SELECTING ADVERTISEMENTS)	
TO BE PROVIDED TO USERS VIA)	PTO Customer Number 28062
A COMMUNICATION NETWORK)	Buckley, Maschoff & Talwalkar LLC
)	50 Locust Avenue
)	New Canaan, CT 06840

Mail Stop Amendment (via EFS)
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed March 21, 2008, please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks begin on page 7 of this paper.